STATE OF ARKANSAS
House of Representatives

Arkansas House Newsletter

November 19, 2023

Shop Local!

While the convenience of department stores and online shopping is undeniable, we'd like to take this time to encourage you to incorporate shopping locally this holiday season.

Saturday, November 25, 2023, is Small Business Saturday – a day to celebrate and support small businesses and all they do for their communities.

Small businesses are the lifeblood of our communities, and by choosing to support them, we can make a significant positive impact on our state's economy, as well as create a more vibrant and diverse shopping experience.

A small business in Arkansas is defined as those with less than 500 employees. There are more than 264,000 small businesses in Arkansas. Small businesses make up the majority of businesses in the state. More than 47% of all Arkansas employees work for a small business.

When you shop at small businesses, your dollars stay within the local economy. These businesses often reinvest in the community, helping to create jobs and contribute to the overall economic well-being of your area. In fact, studies show that 68 cents of every dollar spent at a small business stays in the community. In addition, every dollar spent at a small business creates an additional 48 cents in local business activity as a result of employees and local businesses purchasing local goods and services.

Small businesses are often family-owned or operated by your neighbors, friends, and fellow community members. By shopping at these local establishments, you not only support their livelihoods but also create a stronger sense of unity and connection within your town or city. They also offer a treasure trove of one-of-a-kind products that you won’t find in larger stores.

Your small purchase this holiday season can make a big difference.